PLATINUM ICE

Ammonia-Free Lightening Creme - up to 8 levels of lift.

Platinum Ice is a high performance, ammonia-free crème lightener that provides up to 8 levels of lift. Platinum Ice is suitable for all lightening techniques, including on-scalp. The gentle formulation with Rice & Wheat Proteins protects the hair & scalp, nourishing and replenishing moisture.

MANIPULATE PACK THOROUGHLY BEFORE USE.

Mixing

Mix to a ratio of 1 part Platinum Ice to 1 part Affinage Crème Developer - 10vol (3%), 20vol (6%), 30vol (9%) or 40vol (12%) depending on lift required.

Application

Do not wash the hair before lightening. Take fine sections of hair and apply the product liberally. On virgin hair, apply to mid-lengths first and then to roots (where the lifting action is quicker because of the natural heat from the scalp). On regrowth application, do not overlap to previously lightened hair.
For on scalp application, where a thinner mixture is required, the mixing ratio can be increased up to 1 part Platinum Ice to 2 parts low strength Affinage Crème Developer – 10vol (3%) or 20vol (6%) only.
For on scalp application DO NOT COVER. DO NOT USE HEAT.

Development Time

Platinum Ice is active for up to 60 minutes - check development frequently. When the desired lift is achieved, rinse thoroughly and gently shampoo the hair. DO NOT USE HEAT.

IMPORTANT Do not apply to the scalp if there are abrasions or signs of irritation. Do not use the product to bleach eyelashes or eyebrows. Do not use the product for any other purpose than bleaching hair.
Avoid contact with face and eyes. In case of contact, rinse immediately with cold water. Do not mix the product in metal containers. Always use protective gloves.